

**EXPLORING THE USE OF TELEVISION FOR GUIDANCE
TO EXPECTANT FATHERS**

by

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PRETORIA

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*To be the father of a nation is a great honour,
but to be the father of a family is a greater joy*

Nelson Mandela (cited in Hosking, 2004:7)

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DECLARATION

I, Chiara Dominique Hinckley (97081184) hereby declare that all the resources that were consulted are included in the reference list and that this study is my original work.

Chiara Dominique Hinckley

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TABLE OF CONTENTS

CHAPTER 1 GENERAL ORIENTATION

<i>Reference</i>	<i>Page</i>
1.1 INTRODUCTION AND CONTEXT OF THE RESEARCH.....	1
1.1.1 Emphasis on preparing women for parenthood.....	1
1.1.2 Limited information available for expectant fathers.....	2
1.1.3 Exploring television as an alternate form of guidance for expectant fathers.....	3
1.2 RATIONALE OF THE STUDY.....	3
1.3 PURPOSE OF THE STUDY.....	4
1.4 RESEARCH QUESTIONS.....	5
1.4.1 Primary research question	5
1.4.2 Secondary research questions.....	5
1.5 CONCEPT CLARIFICATION.....	6
1.5.1 Expectant father.....	6
1.5.2 Television as medium.....	6
1.5.3 Parent guidance.....	7
1.6 RESEARCH DESIGN: A BROAD OVERVIEW.....	7
1.7 ASSUMPTIONS.....	9
1.7.1 Personal assumptions.....	9
1.7.2 Epistemological assumptions.....	9

1.8	LAYOUT OF THE STUDY.....	11
1.9	CONCLUDING COMMENTS.....	12

CHAPTER 2

THEORETICAL FRAMEWORK

2.1	INTRODUCTION.....	13
2.1.1	Changing roles of parents	14
2.1.2	Need for further research and development.....	15
2.2	PROCESS OF PARENTHOOD.....	16
2.2.1	Pregnancy and birth.....	16
2.2.2	Transition to and expectations of parenthood.....	17
2.3	PARENTING.....	19
2.3.1	Aims of parenting.....	19
2.3.2	Parenting roles.....	20
2.3.2.1	Changing roles within the family.....	21
2.3.2.2	Fathers' parenting roles.....	22
2.3.3	Parenting styles.....	23
2.3.4	Tasks of parenting.....	24
2.4	FATHERHOOD.....	25
2.4.1	Terminology related to fatherhood.....	25
2.4.2	Changing roles of fathers.....	26
2.4.3	The role of the father in the 21 st century.....	27
2.4.4	Fathers' need for more information.....	28
2.4.5	The role of the father in child development.....	29
2.4.6	The father-child relationship.....	30
2.5	PARENT GUIDANCE.....	32
2.5.1	Fathers' need for support.....	32

2.6	TELEVISION AS COMMUNICATION MEDIUM.....	33
2.6.1	Parenting programmes on television.....	34
2.6.2	Expectant fathers and the mass media.....	34
2.6.3	Potential advantages of television as a medium for parent (father) guidance	35
2.6.4	Changing the public's perception of fatherhood	36
2.7	CONCLUSION.....	37

CHAPTER 3

RESEARCH METHODOLOGY

3.1	INTRODUCTION.....	38
3.2.	PARADIGMATIC PERSPECTIVE: COMBINING TWO PARADIGMS.....	38
3.2.1	Interpretivist paradigm.....	38
3.2.2	Positivist paradigm.....	39
3.2.3	Combing the interpretivist and positivist paradigms.....	39
3.2.4	Mixed methods approach.....	40
3.3	RESEARCH METHODOLOGY AND STRATEGIES.....	41
3.3.1	Research design.....	42
3.3.1.1	Descriptive survey design.....	43
3.3.1.2	Case study design.....	43
3.3.2	Selection of participants (sampling)	45
3.3.2.1	Sampling participants for the first phase of the study (quantitative component)	46
3.3.2.2	Selecting participants for the second phase of the study (qualitative component)	47
3.3.3	Data collection strategies	48
3.3.3.1	Quantitative technique: Questionnaire	49
3.3.3.2	Qualitative techniques.....	50
	i. Face-to-face interviews.....	50
	ii. Field notes.....	51
	iii. Reflective journal.....	51
3.3.4	Data analysis and interpretation.....	52
3.4	ROLE OF THE RESEARCHER.....	53

3.5	CRITERIA FOR QUALITY ASSURANCE.....	54
3.5.1	Triangulation.....	54
3.5.2	Trustworthiness (reliability, dependability)	55
3.5.3	Validity.....	55
	3.5.3.1 Credibility (internal validity)	56
	3.5.3.2 Transferability / Generalisability (external validity)	56
3.6	ETHICAL CONSIDERATIONS.....	56
3.6.1	Informed consent and voluntary participation.....	57
3.6.2	Protection from harm.....	57
3.6.3	Privacy, confidentiality and anonymity.....	58
3.7	CONCLUSION.....	58

CHAPTER 4

RESEARCH RESULTS AND DISCUSSION OF THE FINDINGS

4.1	INTRODUCTION.....	59
4.2	RESULTS OF THE QUANTITATIVE COMPONENT OF THE STUDY.....	59
4.2.1	Descriptive statistics.....	59
4.2.1.1	Primary and secondary biographical data.....	60
4.2.1.2	Expectant fathers' views on their need for guidance.....	63
	i. Need for guidance for expectant fathers.....	64
	ii. General information required by expectant fathers.....	64
	iii. Greatest needs of expectant fathers.....	66
	iv. Greatest needs of expectant mothers.....	67
	v. Skills required by expectant fathers.....	67
4.2.1.3	Appropriate forms of media for guidance to expectant fathers.....	68
	i. Most suitable form of media for providing guidance to expectant fathers.....	68
	ii. Views regarding television as a way of providing guidance to expectant fathers.....	69
	iii. Hours that expectant fathers spend watching television.....	70
4.2.2	Inferential statistics.....	70
4.2.2.1	Statistical procedures applied to the data.....	70
4.2.2.2	Hypotheses.....	71
	i. Hypothesis testing.....	71
4.3	RESULTS OF THE QUALITATIVE COMPONENT OF THE STUDY.....	75

4.4	INTERPRETATION AND SYNTHESIS OF THE QUANTITATIVE AND QUALITATIVE DATA.....	78
4.4.1	Triangulation of the data and literature control.....	78
4.4.1.1	Expectant fathers' views on their need for guidance.....	79
4.4.1.2	Nature of information required by expectant fathers.....	81
4.4.1.3	Television as a suitable medium for providing guidance to expectant fathers.....	82
4.4.1.4	Possible impact of providing guidance to expectant fathers.....	84
4.5	CONCLUSION.....	86

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1	INTRODUCTION.....	87
5.2	OVERVIEW OF THE STUDY.....	87
5.2.1	Chapter one.....	88
5.2.2	Chapter two.....	88
5.2.3	Chapter three.....	88
5.2.4	Chapter four.....	89
5.2.5	Chapter five.....	89
5.3	SUMMARY OF THE FINDINGS.....	89
5.4	CONCLUSIONS.....	91
5.5	CHALLENGES AND LIMITATIONS OF THE STUDY.....	92
5.5.1	Challenges of the study.....	92
5.5.2	Limitations of the study.....	93
5.6	POSSIBLE CONTRIBUTIONS OF THE STUDY.....	93
5.7	RECOMMENDATIONS.....	94
5.7.1	Recommendations for practice.....	94
5.7.2	Recommendations for training.....	94
5.7.3	Recommendations for further research.....	95
5.8	CONCLUDING COMMENTS.....	95
	REFERENCES.....	97

LIST OF FIGURES

	<i>Page</i>
FIGURE 2.1 SCHEMATIC OUTLINE OF THE THEORETICAL FRAMEWORK FOR THE STUDY.....	13
FIGURE 3.1 SEQUENTIAL EXPLANATORY DESIGN.....	41
FIGURE 3.2 SCHEMATIC PRESENTATION OF THE RESEARCH PROCESS.....	42
FIGURE 4.1 POPULATION GROUP OF PARTICIPANTS.....	61
FIGURE 4.2 PERCENTAGE DISPLAY OF MARITAL STATUS.....	61
FIGURE 4.3 WORK STATUS OF PARTICIPANTS.....	62
FIGURE 4.4 PARTICIPANTS' PARTNERS' PHASES OF PREGNANCY.....	62
FIGURE 4.5 SOURCES OF INFORMATION ABOUT THE STUDY.....	63
FIGURE 4.6 EXPECTANT FATHERS' VIEWS ON THE NEED FOR GUIDANCE.....	64
FIGURE 4.7 GREATEST NEEDS OF EXPECTANT FATHERS.....	66
FIGURE 4.8 SKILLS REQUIRED BY EXPECTANT FATHERS.....	67
FIGURE 4.9 MOST SUITABLE FORMS OF MEDIA FOR PROVIDING GUIDANCE TO EXPECTANT FATHERS.....	68

FIGURE 4.10	PARTICIPANTS' VIEWS ON TELEVISION AS A MEANS TO GUIDE EXPECTANT FATHERS.....	69
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LIST OF TABLES

	<i>Page</i>
TABLE 4.1	THEMES IDENTIFIED WITH REGARD TO THE TYPE OF INFORMATION EXPECTANT FATHERS REQUIRE..... 65
TABLE 4.2	CONTINGENCY TABLE REPRESENTING PARENTAL STATUS OF EXPECTANT FATHERS AND THE POPULATION GROUP (P-VALUES FOR χ^2)..... 71
TABLE 4.3	CONTINGENCY TABLE REPRESENTING THE PARENTAL STATUS OF EXPECTANT FATHERS AND THE MARITAL STATUS OF EXPECTANT FATHERS (P-VALUES FOR χ^2)..... 72
TABLE 4.4	CONTINGENCY TABLE REPRESENTING THE POPULATION GROUP AND THE MARITAL STATUS OF EXPECTANT FATHERS (P-VALUES FOR χ^2)..... 73
TABLE 4.5	CONTINGENCY TABLE REPRESENTING THE PARENTAL STATUS OF EXPECTANT FATHERS AND THE WORK STATUS OF EXPECTANT FATHERS (P-VALUES FOR χ^2)..... 74
TABLE 4.6	THEMES AND CATEGORIES IDENTIFIED FROM THE INDIVIDUAL INTERVIEWS..... 76

LIST OF APPENDICES

	<i>Page</i>
APPENDIX A	EXAMPLE OF PAMPHLET ABOUT THE STUDY..... A
APPENDIX B	EXAMPLE OF THE LETTER OF CONSENT AND DECLARATION FOR THE INDIVIDUAL INTERVIEWS..... B
APPENDIX C	RESEARCH PROGRAMME..... C
APPENDIX D	TELEPHONE QUESTIONNAIRE..... D
APPENDIX E	INTERVIEW SCHEDULE FOR INDIVIDUAL INTERVIEWS..... E
APPENDIX F	EXAMPLES OF FIELD NOTES..... F
APPENDIX G	SELECTED REFLECTIONS TAKEN FROM MY REFLECTIVE JOURNAL..... G
APPENDIX H	CONTENT ANALYSIS AND THEMATIC CODING OF THE TRANSCRIBED INDIVIDUAL INTERVIEWS..... H
APPENDIX I	ETHICS AND RESEARCH STATEMENT I
APPENDIX J	ETHICS CLEARANCE CERTIFICATE J

SUMMARY

EXPLORING THE USE OF TELEVISION FOR GUIDANCE TO EXPECTANT FATHERS

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The purpose of this study was to explore and describe the use of television for providing guidance to expectant fathers by determining whether or not the medium of television can be implemented to offer parent guidance to expectant fathers during the transition into fatherhood. Focus was therefore placed on gaining an understanding of the specific type of information required by expectant fathers, in conjunction with their perceptions of the most suitable form of media to provide such guidance. The study was conducted in terms of an INTERPRETIVIST-positivist paradigm and followed a mixed methods approach. A combination of a survey design and case study research design was employed. Both quantitative and qualitative data collection strategies were implemented during the two phases. Firstly, a telephone survey (questionnaire) was conducted with 65 participants. Secondly, four individual (face-to-face) interviews were conducted with expectant fathers, to obtain in-depth information. In addition, data was collected by means of field notes and a reflective journal. Based on the findings of the study, it is concluded that expectant fathers have a clear need for information to help prepare them for their role as a father and require more knowledge regarding the topic of fatherhood and pregnancy. According to the findings expectant fathers also wish to receive guidance in order for them to develop certain basic childcare skills needed to fulfil their role and regard television to be the most suitable medium for providing them with the guidance they require. Fathers feel that television may assist them by providing the information they require, thereby directly addressing their needs.

KEY WORDS / SLEUTELTERME

Television	-	Televisie
Parent guidance	-	Ouerbegeleiding
Parenting	-	Ouerskap
Expectant fathers	-	Verwagtende vaders
Fatherhood	-	Vaderskap
Survey	-	Vraelys
Case study	-	Gevalstudie
Interpretivism	-	Interpretivisme
Positivism	-	Positivisme
Mixed methodology	-	Gemengde metode